



Promoting the social value of play

SUMMARY



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Social engagement within Asmodee.

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Program for board game research, supporting and connecting researchers from around the world.

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Inclusive studio working with healthcare professionals to develop a range of games adapted for people with cognitive disorders.

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Promote the use of board games in education by bringing games and tools to education professionals.

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Support for a research Chair on creativity, including a research project on play and creativity.

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Social engagement within Asmodee

Corporate Social Responsibility

Asmodee is an entertainment leader specialized in boardgames, committed to bringing people together through great games and amazing stories. As part of its corporate social responsibility, the company voluntarily contributes to sustainable development, aiming to have a positive impact on the environment, economy, and society. Since 2018, Asmodee has worked on social sustainability by supporting the research, promotion, and communication of the social value of board games through 4 strong action pillars. These are the foundations of its social commitment as a benevolent leader.



RESEARCH

Supporting researchers around the world to develop and disseminate scientific knowledge about board games.



EDUCATION

Supporting educators in the use of board games to promote learning through play.



INCLUSION

Providing equal and inclusive access to board games, including for people with cognitive disorders, via a dedicated studio.



SPONSORSHIP

Supporting the study of board games and their impact on creativity.

Promoting the social values of games



Committed to the UN's Sustainable Development Goals

Through concrete actions, Asmodee reinforces the United Nations Sustainable Development Goals, set in 2015, to support a shared blueprint to build a better planet.

A dedicated program to support game research, contributing to the development and dissemination of scientific knowledge about board games.

Launched in 2018, Game in Lab is a partnership between Asmodee and the Innovation Factory (a non-profit organization).

The core mission of Game in Lab is to support research projects, scientific actions and events that contribute to the progress and promotion of knowledge about board games as a practice, a cultural product, or a tool.

Each year, Game in Lab funds scientific projects and conferences internationally and in all disciplines.

Acting as a mediator between researchers, game professionals, and the general public, Game in Lab is a dynamic actor in the scientific community, creating high quality content necessary to amplify the results of its research network around the world.

The scientific direction of Game in Lab is overseen by a Scientific Committee, composed of researchers and innovation experts, specialized in board games. They ensure the neutrality, ethics, and scientific quality of the program.



Our Objectives



Support scientific research on board games through funding.



Disseminate scientific knowledge about board games to different audiences.



Support conferences on board game research to promote scientific knowledge.

Game in Lab's Scientific Community

Game in Lab continuously contributes to scientific research and the board game industry with the help of a strong community of researchers, game professionals, and enthusiasts.

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www.game-in-lab.org



A first-of-its-kind board game studio, working with healthcare professionals, to develop a line of inclusive games accessible to a wide spectrum of people, including those living with cognitive disorders.

Background

Created using clinical data from Asmodee, Access+ games open up the fun world of board gaming to a wide spectrum of people by developing games that are more accessible and creating a welcoming style of play for patients/residents, students, families and caregivers.

"Board games help people live better by improving their quality of life."

Pr. Philippe Robert,
Professor of Psychiatry

Following numerous studies demonstrating the benefits of using adapted board games to improve social connection and well-being for people living with pathologies related to cognitive function, Asmodee took the initiative to launch Access+ studio to create and market games specifically adapted for people living with cognitive disorders.

Launched in 2022 in French speaking countries, the first three adaptations are *Dobble Access+*, *Cortex Access+* and *Timeline Access+*. Internationalization of the range has come in 2023 with the added ambition of publishing one new game per year continuously.

Games

The games for the Access+ range are selected based on three criteria: the cognitive functions they solicit, their notoriety (to facilitate recognition of the game with all players) and their adaptability.

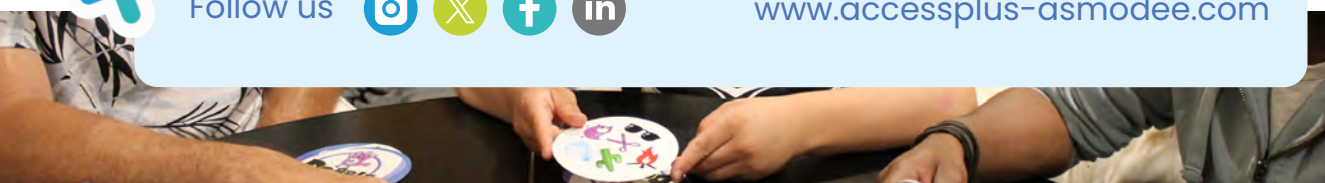
The entire adaptation process (including reworking and adapting the materials used, adapting the rules and the levels of difficulty) and testing with the target audience is conducted and overseen with a committee of scientific experts.



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Spark Academy aims to bring the benefits of board games and values of growth, inclusion and togetherness to students by providing tools, games and mediation solutions to education professionals.



About

Convinced that boardgames can have a positive effect in education, Asmodee has created Spark Academy, which centralizes actions related to education carried out by the group from around the world. From Korea, to Brazil and Poland, Spark Academy highlights the initiatives of our teams, the partnerships with players around the world of education and offers calls for applications to promote our actions.

A creator of social ties, boardgames make it possible to solicit cognitive functions and work on general skills such as planning, emotional control, cooperation, motor skills and many others. At Spark Academy, we are convinced that games can be a rich and relevant medium for education, giving us the drive to support educators in their integration of boardgames in the classroom.

*Board games as a tool for
learning and development*

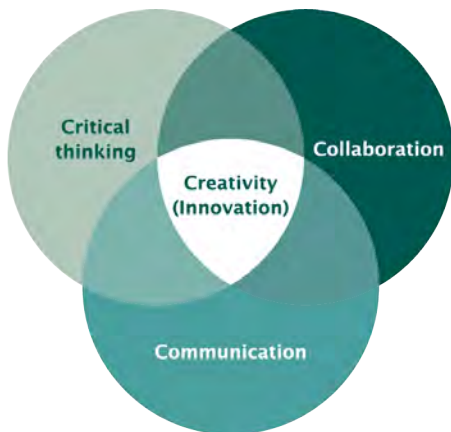


Find out more on:
sparkacademy-asmodee.org





HOMO CREATIVUS is the research Chair of the Fondation Université Paris Cité dedicated to creativity, one of the 4 skills of the 21st century.



Over a 3-year period (from 2022 to 2025), Asmodee has committed to support the «Creativity and Games» axis of the Homo Creativus research Chair. This sponsorship allows for the implementation of 3 experimental studies on board games: a study on games' impact on creativity, a longitudinal study, and a study on group creativity.

The 4Cs of the 21st Century

Bringing together experts from a variety of fields, the Homo Creativus research Chair focuses on Creativity, one of the four key skills of the 21st century, along with Critical Thinking, Communication and Collaboration. Asmodee has become the first exclusive sponsor of one of the Chair's 5 key axis: Creativity and Games.

Ambition

Asmodee's sponsorship of the Homo Creativus research chair, Université Paris Cité Foundation, positions Asmodee at the forefront of global reflection on the values of board games for children and adults, recognizing games as a vector of creativity.

Awakening curiosity and boosting creativity are major objectives for increasing individual and social well-being. Games can be used to train creative thinking, playful learning, and personal development.



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Contact us:
research@asmodee.com

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